

Personalizing the Customer Experience

*Reacting in real-time to your customer
with relevant content and compelling offers at point of need*

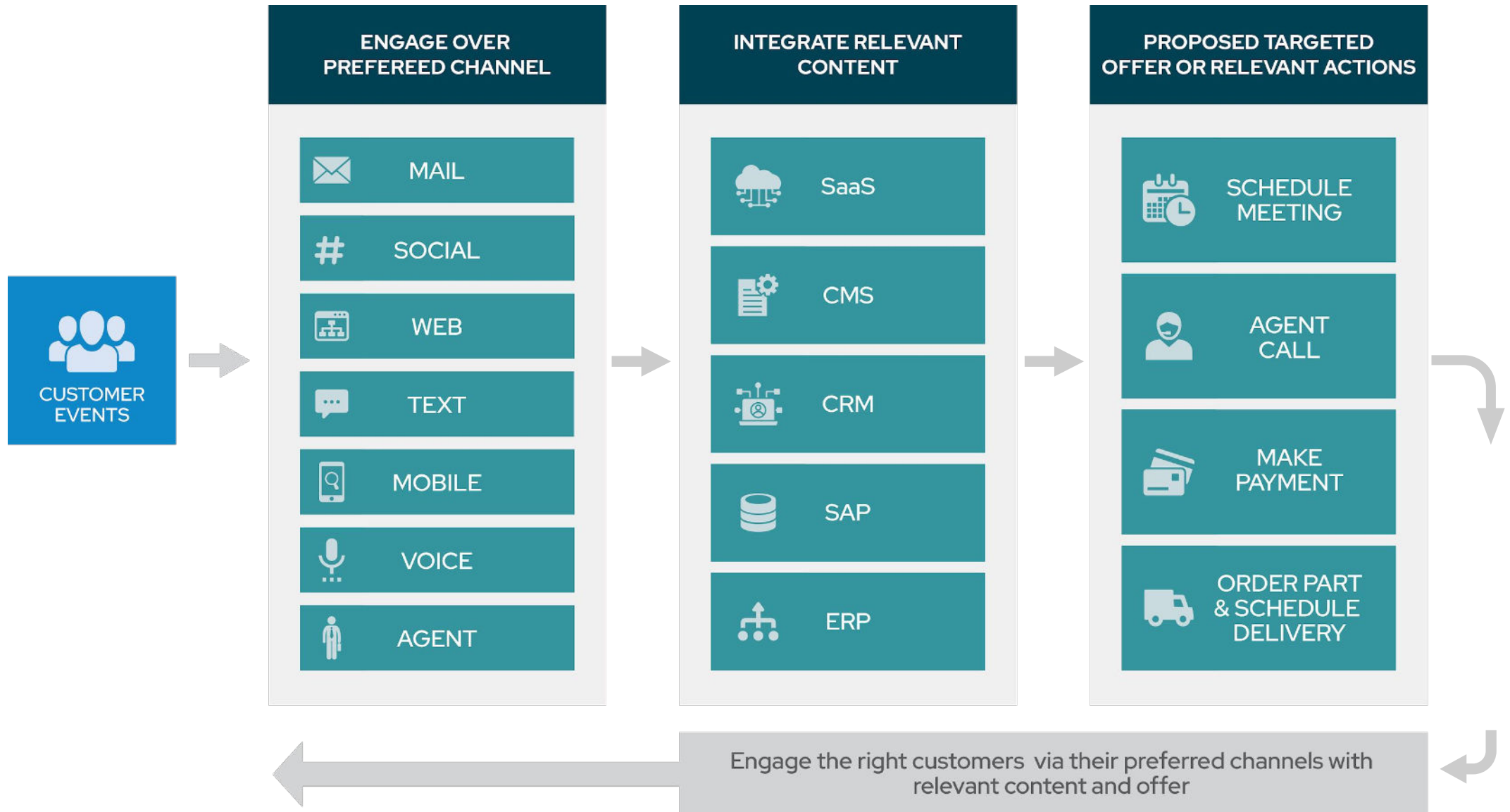
Customer Engagement Hub
Red Hat

It's all about unparalleled customer experiences

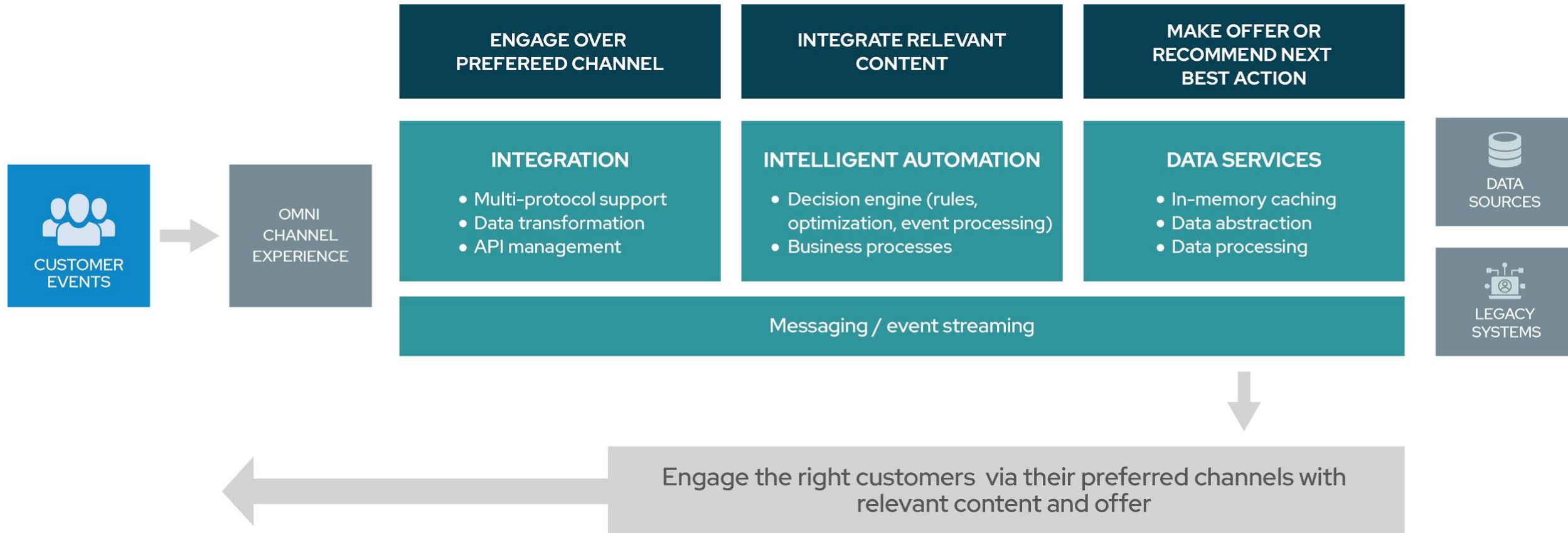


- Engaging with your customers, with the **right offer at the right time, and the right level of service** to both give your customer a great experience and maximize the business value of the engagement
- Improving the customer journey is the **#1 way to differentiate a brand and grow revenue**
- Many businesses have customer engagement strategies but most are siloed within organizations or by channels – do not have access to all pertinent data – and do not incorporate real-time data streams or AI models for hyper-personalized engagement
- Red Hat provides a modular, flexible customer engagement solution that **can evolve** as fast as your business

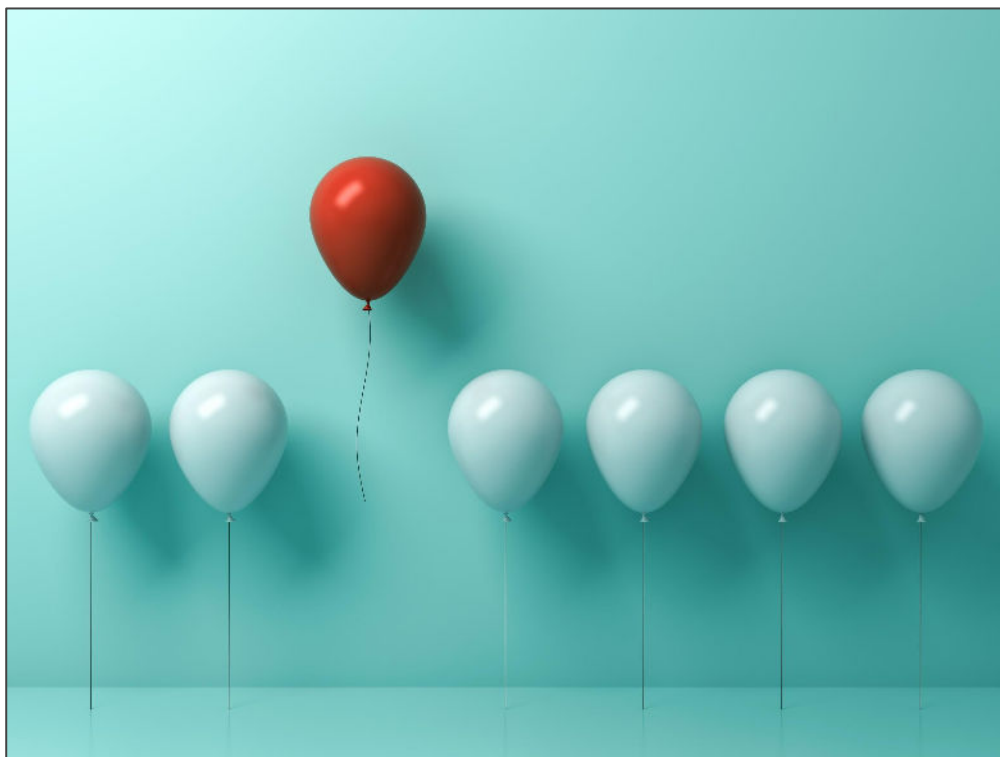
CUSTOMER ENGAGEMENT HUB



Customer Engagement Hub



Build your Customer Engagement Hub for **your** business not around an out-of-the-box, proprietary solution



Red Hat offers the ability to leverage open source innovation to build the next generation platform that is open and scalable and can evolve as fast as your business

- Easily integrates multi-vendor AI with decisioning logic for greater personalization, stakeholder control and transparency.
- Optimized to react to real-time events with relevant offers at point of need
- Scalable hybrid cloud deployment for a consistent and contextual customer experience
- Built for continuous innovation using open source technologies

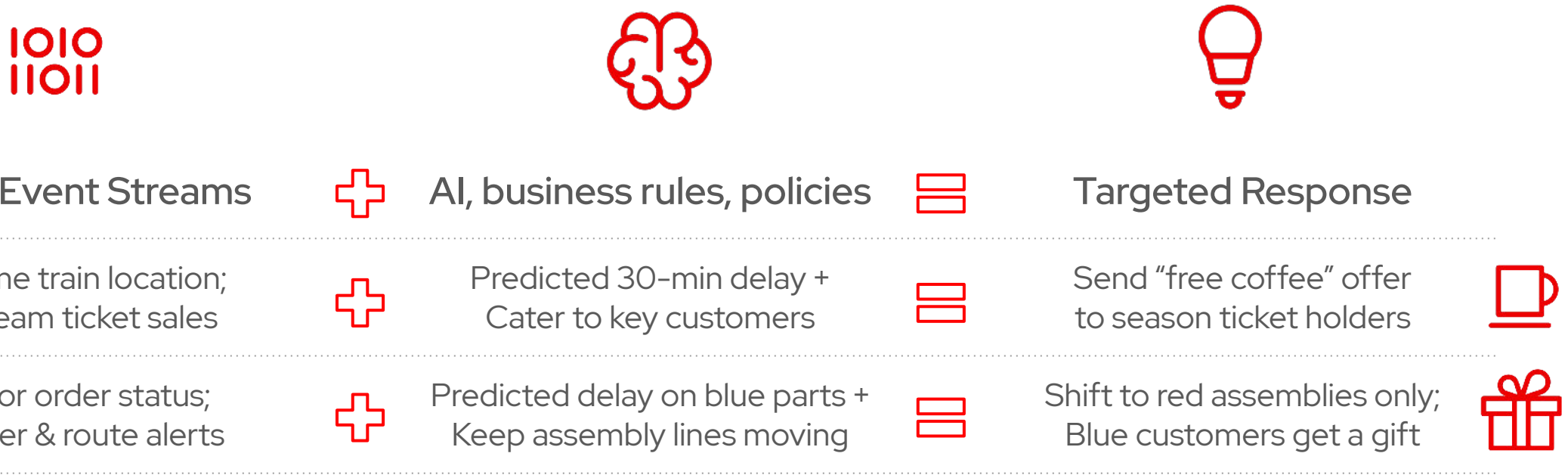
What is a “customer engagement hub”?

Gartner Definition:

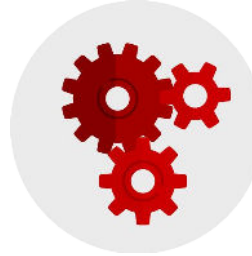
A “customer engagement hub (CEH) is an architectural framework that ties multiple systems together to optimally engage the customer...”

Red Hat Solution:

Integrated architecture, methodology, and practices to create intelligent, targeted, real time responses for customers, vendors, or partners



Red Hat Customer Engagement Hub is a solution that builds unique customer engagement using Red Hat open source innovation and best practices for faster time-to-value



Repeatable framework

Built based on Red Hat Best Practices for Engagement. Free Discovery Session for unique customer engagement



Prescriptive approach

Optimized approach to bridge IT and business to build optimized customer experiences.



Faster time-to-value

Quickly gain value. Custom-built and production-ready in less than 3 months. Training and engagement for continuous innovation.

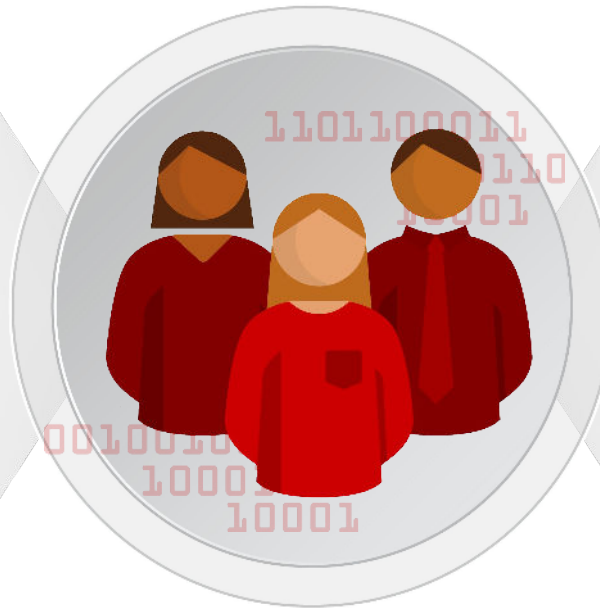
Red Hat – Our Approach & Experience

Build your Customer Engagement with Red Hat



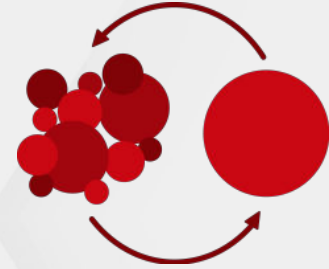
PROVE OUT

Rapidly build prototype, do DevOps, and be agile.



IMMERSE YOUR TEAM

Work side-by-side with experts in a residency-style engagement.



CATALYZE INNOVATION

Bring modern application development to your team to and promote scale-out.

Our approach

Discovery session

Jointly Defining Your Unique Requirements:

What are your goals, integration points, channels of engagement, and challenges? What are your relevant offers?

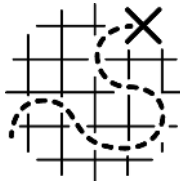
- Product overview
 - Our understanding of scope
 - Deployment strategy and execution
- Account Management
 - Governance model & achieving high customer satisfaction
- Preliminary engagement plan
 - Schedule, resourcing, roles & responsibilities

Red Hat Customer Engagement Hub

Red Hat will focus on culture, process, and technology. Our approach will help you apply the technology stack, open methods, and open culture. The team will rapidly build your unique customer engagement application, practice DevOps, and adopt agile methods.



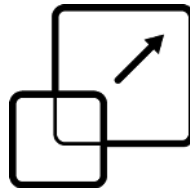
Rapidly prototype
use case



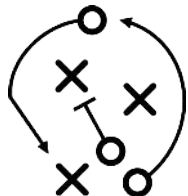
Identify blockers and
risks. Develop baseline
team velocity



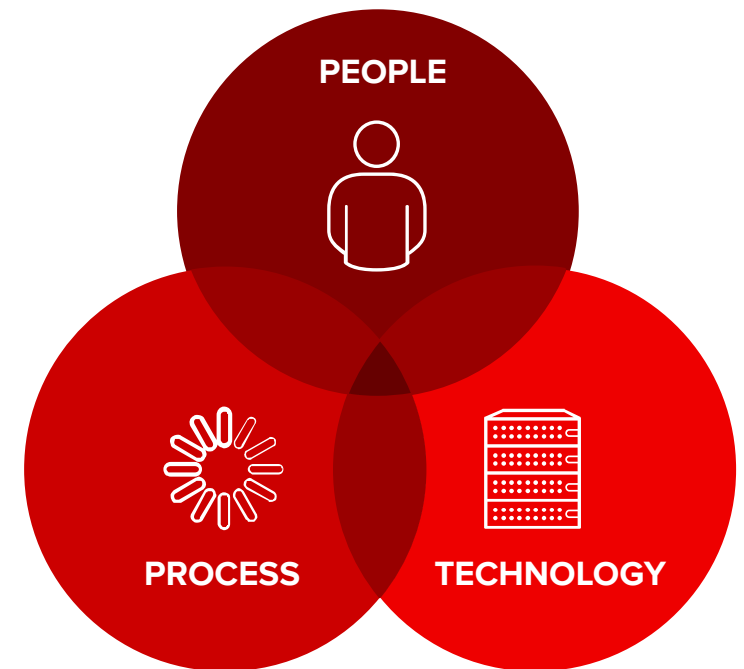
Develop a roadmap to
kickstart
transformation



Demonstrate
capability and
prepare to scale



Prove or revise assumptions around
people, process, and technology



Partner with Red Hat



Faster-Time-To-Value

I don't have to take on the burden of making sure all the parts work together



Leverage Best Practices

I want to focus on value add capabilities I have versus plumbing and configuration



Flexible Deployment

I can build a cloud native solution that offers flexible, multi-cloud advantages



Continuous Innovation

My team can learn from this engagement and take on more development in phase 2 and 3.

THANK YOU



linkedin.com/company/red-hat



youtube.com/user/RedHatVideos



facebook.com/redhatinc



twitter.com/RedHat